



WKMG

ORDER

Flight Dates 10/03/12-10/09/12

Contract / Revision 261099 / ROMNEY FOR PRESIDENT

Original Date / Revision 10/03/12 10/03/12
Agency Com 15%

Advertiser Pol/Mitt Romney/R/ Presider
138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact
138 Conant Street
Beverly, MA 01915
Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # 465

Alt Order # 06362218

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 33200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$28,220.00	\$33,200.00	0.00	10/01/12	10/09/12	17	\$28,220.00	\$33,200.00
Totals	17	\$28,220.00	\$33,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/08/12	10/09/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					4	\$1,700.00		0.00			
2	WKMG	10/07/12	10/07/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1					1	\$7,000.00		0.00			
3	WKMG	10/07/12	10/07/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----1					1	\$7,000.00		0.00			
N 4	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 10/03/12

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Contract / Revision

261099

Flight Dates 10/03/12-10/09/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **465**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$200.00		0.00			
N 5	WKMG	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$1,400.00		0.00			
N 6	WKMG	10/04/12	10/05/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					4	\$1,700.00		0.00			
N 7	WKMG	10/06/12	10/06/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$350.00		0.00			
N 8	WKMG	10/07/12	10/07/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
													Totals	17	\$33,200.00